R J Reynolds Tobacco Company

G. N. Kuruc, Jr.
Key Account Manager
400 Raritan Center
Edison, NJ 08837
Phone 908-225-4774
Fax 908-417-9076

FAXED
July 23, 1997

Mr. Rick Reitter
Great A&P Tea Company
2 Paragon Drive
Montvale, New Jersey 07654

Dear Rick:

At this time we must respectfully decline your request for special couponing support for WINSTON and DORAL or any of our Brands for the following reasons:

- A&P New York Metro in currently involved in a Philip Morris Exclusive Merchandising Contract. It is our National Policy not to promote our Brands in Philip Morris Exclusive Contract Chains. We will promote our Brands in the form of coupons and special inclusion buy downs only in those chains where we have a Retail Partners Contract.
- To qualify for a Retail Partners contract, carton outlets such as A&P must have a weekly minimum RJR volume of 80 cartons. Listed below is the latest RJR weekly volume for the Metro Group:

Metro Division	RJR Weekly Carton Volume
New Jersey South	33
New Jersey North	38
Bronx	19
Garden City	7
Northeast	13
Super Fresh (PA)	32
Waldbaums	8
Waldbaum's Food Mart	22

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Source: https://www.industrydocuments.ucsf.edu/docs/qlpn0000

Bottom line, it is not economically viable to fund promotional programs where the volume does not exist.

Although the Super Fresh, PA volume is below the minimum of 80 cartons we have a special Retailer Assist Contract for 40 of the stores. As a result, our Field Sales People are providing on carton couponing as a means of Brand Promotion for those stores.

If I can be of any further assistance, please call me.

Sincerely,

Nick

G. N. Kuruc, Jr.

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TRANSMIT CONFIRMATION REPORT

NO.	:	002
RECEIVER	:	201 930 8311
TRANSMITTER	:	R.J.REYNOLDS TOB 12
DATE	:	JUL 23'97 10:13
DURATION	:	00'57
MODE	:	STD
PAGES	:	02
RESULT	:	OK

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